

Katherine F. Crockett

Roeland Park | Kansas | 66205
913-620-1748
www.katherinefaith.com
katherinefaith@gmail.com



OBJECTIVE:

Seeking a challenging position where I can utilize my background and experience as part of a team, while nurturing my passion for seeing projects through to completion. My goal is to work for an organization that better the lives of those in the community whether through art, entertainment, fitness, sports, parks/public spaces or education.

EMPLOYMENT EXPERIENCE:

Studio Manager and In-House Rep; Alistair Tutton Photography

2011-Present

Responsible for studio management, production of photo shoots, marketing and national repping for national commercial photographer.

- Handling email marketing, direct mail, cold call sales and portfolio showings.
- Handling logistics of both out of town and in town photo shoots for national commercial photographer.
- Handling social media and blogging to promote photographer to local and national advertising agencies and architects.

Marketing and Social Media Director; Ascend Integrated Media

2009-2011

Responsible for all corporate marketing, social media, internal employee communications, company employee events, corporate fundraising, company intranet, company website, public relations and online research to provide sales team with necessary data for client initiatives.

- Handled company rebrand including new logo and building all new website including all copy.
- Handled the redesign, naming and relaunch of the company intranet.
- Handled all company press releases and generating of online SEO benefits through online PR.
- Handled instituting the corporate social media campaign.
- Responsible for all corporate fundraising.
- Responsible social events, employee recognition and team building events for 75 employees.
- Responsible for submitting company work for local, regional and national publishing awards.

General Manager/Marketing Director; Case Handyman and Remodeling

2006-2009 (downsized)

Responsible for overall day-to-day operations of a small business, including marketing and project management.

- Increased sales by 51% in the first year and increased sales close ratios by 13% by utilizing creative ad placement and directed media.
- Increased total gross profitability by 12%.
- Managed staff of 9 employees.
- Created sales collateral pieces, direct mail campaigns, print ads, media releases, newsletters and handled website content development.
- Was able to cut costs by nearly \$50,000 per year by consolidating job responsibilities, seeking out different vendors and negotiating with current vendors and through improved project management.

Marketing & PR Director; Autism Asperger Publishing Company

2005-2006 (lack of growth)

Managed all company marketing and PR projects including; direct mail, email marketing and conference marketing.

- Increased sales by 10% in one year.
- Created public relations campaigns and collateral materials leading to an increase of national speaking engagements for company authors resulting in increased sales of those authors by 20%.
- Identified new markets by creating relationships with local, national and global support groups and educators.
- Updated website and wrote all website content. Utilized SEO to enhance web visibility increasing the site from a placement on page 12+ of Google, Yahoo, Ask.com to page 1.

Katherine F. Crockett

Roeland Park | Kansas | 66205
913-620-1748
www.katherinefaith.com
katherinefaith@gmail.com



EMPLOYMENT EXPERIENCE (CONTINUED):

Project Planner; The Sunflower Group

2004-2005 (downsized)

Handled project management of in-store sampling demonstrations in national grocery chains.

- Created hundreds of training manuals and Point-Of-Sale materials.
- Saved over \$10k by eliminating the cost of reprinting thousands of coupons through knowledge of the market.

Fitness Instructor; YMCA, Healthridge Fitness Center & 24 Hr Fitness

2004-Current

Teach indoor cycling and pilates classes at Kansas City area fitness centers.

- Present motivating, personally designed fitness classes to 20-30 individuals in a group environment.
- Worked to increased attendance by more than 50% in classes.
- Helped to develop a family and kid bootcamp program at my local YMCA.

Marketing Director; Infinity Broadcasting (WQSR-FM)

1995-2000 (relocation)

Promotion Coordinator; Infinity Broadcasting (WLIF-FM/WJFK-AM/Ravens Radio Network)

Rapidly promoted from Promotion Coordinator to Marketing Director assuming total marketing responsibility for one of the largest radio stations in the region. Position included copy writing, event planning, project management, cross-promotional marketing for station clients and staff management.

- Conceived and implemented "Break the Bank" campaign, which was the most successful on-air station contest to date by increasing ratings by nearly 20%.
- Worked with the stations' sales force to create promotional and marketing ideas for their advertising clients while preserving the integrity of the radio station.
- Managed a staff of 1 full time, 8 part time employees and over 50 interns.
- Was able to facilitate and utilize relationships in order to trade out annual company holiday parties for more than 300 employees, saving the company \$20,000 annually.
- Also able to utilize trade relationships to sponsor on air contesting to promote weekend programming and increase weekend listening.
- Helped to create the stations first website including writing and editing web content.
- Wrote on-air promotional copy and media releases.
- Handled all public relations efforts for the radio stations including community events, non-profit partnerships and listener appreciation initiatives.

EDUCATION:

Bachelor of Art Degree American Studies/Mass Media Marketing; University of Maryland, 1994